

CLAIMS

WHAT IS CLAIMED IS:

5 1. A method comprising:

 determining a server and a preferred delivery technique associated with a recipient in response to a message intended for the recipient selected via a page; and
 sending the message and an indication of the preferred delivery technique to the server.

10

2. The method of claim 1, wherein the sending further comprises:

 finding an area code of the recipient in the page; and
 sending the message and the indication to a queue at the server, wherein the queue is based on at least the area code.

15

3. The method of claim 1, wherein the preferred delivery technique is encoded in the page.

20

4. The method of claim 1, wherein the preferred delivery technique comprises a fax transmission and the telephone number is a fax number.

5. The method of claim 1, wherein the preferred delivery technique comprises a physical delivery.

25

6. An apparatus comprising:

means for determining a server and a preferred delivery technique associated with a recipient in response to a message intended for the recipient selected via a page, wherein the preferred delivery technique is encoded in the page; and

5 means for sending the message to the recipient via the preferred delivery technique and the server.

7. The apparatus of claim 6, wherein the means for sending further comprises:

means for finding an area code of the recipient in the page; and

10 means for sending the message to a queue at the server, wherein the queue is based on at least the area code.

8. The apparatus of claim 6, wherein the preferred delivery technique comprises a fax transmission and the telephone number is a fax number.

15

9. The apparatus of claim 6, wherein the preferred delivery technique comprises a physical delivery.

20

10. The apparatus of claim 6, wherein the message further comprises an order for goods or services.

11. A signal-bearing medium encoded with instructions, wherein the instructions when executed comprise:

25 encoding an identification of a recipient, a telephone number for the recipient, and a preferred delivery technique for messages intended for the recipient into a page.

12. The signal-bearing medium of claim 11, wherein the telephone number is associated with a server for delivering the messages.

13. The signal-bearing medium of claim 11, wherein the telephone number is a fax number of the recipient.

14. The signal-bearing medium of claim 11, wherein the preferred delivery technique
5 comprises a fax transmission.

15. The signal-bearing medium of claim 12, wherein the server is located within an area code of the telephone number.

10 16. An electronic device comprising:

a processor; and

a storage device encoded with instructions, wherein the instructions when executed on the processor comprise:

15 determining a server and a preferred delivery technique associated with a recipient in response to a message intended for the recipient selected via a page, wherein the preferred delivery technique and an identification of the server are encoded in the page, and

sending the message to the recipient via the preferred delivery technique and the server.

20

17. The electronic device of claim 16, wherein the server is located within an area code of a telephone number encoded in the page.

25

18. The electronic device of claim 17, wherein the telephone number is a fax number of the recipient.

19. The electronic device of claim 16, wherein the preferred delivery technique comprises a fax transmission.

- 20. The electronic device of claim 16, wherein the preferred delivery technique comprises a physical delivery.
- 21. A method of configuring a computing device to perform a method of contacting a recipient by a preferred technique via a page, the method comprising:
 - 5 configuring a computing device to determine a server and a preferred delivery technique associated with a recipient in response to a message intended for the recipient selected via a page; and configuring the computing device to send the message and an indication of the preferred delivery technique to the server.

10